

Message Text

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FM AMEMBASSY NEW DELHI

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AMCONSUL BOMBAY

AMCONSUL CALCUTTA

AMCONSUL MADRAS

UNCLAS NEW DELHI 3822

E.O. 11652: N/A

TAGS: ETRD, BTRA, IN

SUBJ: INDIAN TRADE MISSION

REF: STATE 059799

1. AN ENGINEERING EXPORT PROMOTION COUNCIL TRADE MISSION IS NOW SCHEDULED TO LEAVE NEW DELHI ON APRIL 21 FOR A 28-DAY U.S. VISIT TO EXPLORE POSSIBILITIES OF SELLING INDIAN ENGINEERING PRODUCTS-HAND TOOLS, MACHINE TOOLS, INDUSTRIAL CASTINGS, INDUSTRIAL FASTENERS AND CONSUMER DURABLES. APRIL 21 DATE REPRESENTS A ONE MONTH POSTPONEMENT.

2. THE EEPC WAS ESTABLISHED IN 1955, UNDER THE INDIAN COMPANIES ACT, TO HELP PUBLIC AND PRIVATE SECTOR MANUFACTURERS/EXPORTERS OF ENGINEERING PRODUCTS IN THEIR OVERSEAS EXPORT DRIVE. DURING ITS 20-YEARS EXISTENCE, EEPC'S MEMBERSHIP HAS INCREASED FROM 36 TO 4,600. EEPC HAS SEVEN FOREIGN OFFICES INCLUDING ONE IN CHICAGO (333 NORTH MICHIGAN AVE., 60601; PHONE: 236-2162; REGIONAL MANAGER D.S. AHLUWALIA).

3. THE MISSION IS TO BE LED BY MR. J.P. DASS, DIRECTOR (ENGINEERING), EXPORT PRODUCTS DIVISION, MINISTRY OF COMMERCE, GOVERNMENT OF INDIA, NEW DELHI. THE OTHER FIVE MEMBERS OF THE DELEGATION, REPRESENTING PRIVATE INDUSTRY, ARE:

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M.D. JINDAL, MACHINE TECHNO (SALES) PRIVATE LTD.,

JINDAL HOUSE, 8A ALIPORE ROAD, CALCUTTA 700027

B.P. BHARDWAJ, BHAGWATI STEEL PRIVATE LTD.
67 PARK STREET, CALCUTTA 700016

T.V.N. MURTY, T.I. DIAMON CHAINS CO.
AMBATTUR, MADRAS 600053

B. KANPUR, JOHNSTON PUMPS INDIA LTD.
2 FAIRLIE PLACE, CALCUTTA 700001

R.P. JHALANI, GEDORE TOOLS INDIA PRIVATE LIMITED
151 GOLF LINKS, NEW DELHI 110003

4. THE PROGRAM IS BEING DRAWN UP BY THE EEPC'S CHICAGO OFFICE. IT WILL INCLUDE NEW YORK, WASHINGTON, D.C., CHICAGO, DETROIT, NEW ORLEANS, SAN FRANCISCO AND LOS ANGELES. WHILE WASHINGTON THE MISSION WOULD LIKE BRIEFING BY USG OFFICIALS ON EFFECT OF TRADE REFORM ACT ON US-INDIA TRADE, ESPECIALLY GSP.

5. COMMERCIAL COUNSELOR MET WITH DR. R.K. SINGH, EXECUTIVE DIRECTOR, EEPC PRIOR TO RECEIPT OF REFTEL AND GAVE ASSURANCES WE DESIRED TO FACILITATE THE PROJECT. SUBSTANCE OF PARA 4 REFTEL WILL BE CONVEYED AT SUBSEQUENT MEETING. AS EMBASSY CONTINUALLY ATTEMPTING TO ENCOURAGE POSITIVE STEPS TO DIVERSIFY AND PROMOTE EXPORTS WE HOPE COMMERCE WILL GIVE AS MUCH ASSISTANCE AS POSSIBLE. WHILE THE DEPARTURE DATE IS NOT ABSOLUTELY FIRM, OUR BEST GUESS IS MISSION WILL GO AS SCHEDULED OR IN MAY AND NOT WAIT UNTIL THE FALL. EMBASSY SUPPORTS THIS TIMING IN THE INTEREST OF GETTING THE PROJECT MOVING. WE AND GOI ARE WELL AWARE THAT DEFINITE SALES ARE NOT EASY DURING A SHORT VISIT PARTICULARLY AT THIS TIME BUT LOOK UPON THE MISSION AS MORE OF A LONG TERM TRADE DEVELOPMENT PROJECT.

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